

**Arizona Commission
on the Arts**



credit and publicity kit

**A Promotional Toolkit for
ACA Grant Recipients**
(Important Information for
Executive Directors and
Publicity Staff)



www.azarts.gov

417 W. Roosevelt Street
Phoenix Arizona 85003
602.771.6501
info@azarts.gov

Photo Credits: Sedona Jazz, scene from Childsplay's
"The Beauty Machine;" Phoenix Office of Arts and Culture

This document is available in alternative formats by contacting the Arts
Commission at 602.771.6501.

Dear Colleague:

The Arizona Commission on the Arts is pleased to continue awarding matching funds to organizations, schools, and after-school programs this year. State support of the arts continues because you, your board, staff, and participants communicate with elected officials about the benefits that public support of the arts generate in your communities. We also want to take this opportunity to encourage you to think about the value your organization and program provide to the community.

This Credit and Publicity Kit is designed to help you express that connection and communicate effectively with citizens and elected officials. Enclosed you will find instructions and tools for ways to acknowledge the public funding you receive.

As a recipient of Arizona Commission on the Arts grants, we rely on you to publicize the difference that ACA grants make possible. Your help with this effort is greatly appreciated. In addition to the suggestions outlined in this packet, your creativity in telling your success stories can make a difference.

With the experience and expertise that we have gained through our engagement in the Understanding Participation (UP) program, we realize that measuring the value that arts experiences generate can seem challenging. The Commission, however, can assist you. We want you to consider us as more than the strategic funder of your programs or projects. Please take advantage of the tools that we have acquired, working in partnership with arts and education organizations. We can support you not just financially, but holistically. By utilizing some of the many other tools and services the Commission offers, we hope you can achieve organizationally a greater impact from your partnership with us than your grant alone would. One of the ways that we are reaching out to you is with our Consultant Services Program. Our Peer Consultants have a varied range of expertise; they include individuals trained to use the UP tools, to help you better define your role, organization, participants, and future impact on your communities. As John Berryman says, "We are on each other's hands who care."

The Commission's purpose is to advocate for and link artists and arts organizations to communities. What we have realized is that a fundamental gap in this mission was acknowledging the individual. The individual receives value through direct experience with the arts; and while that experience may not be tangible, it does have an impact on the community, building toward a collective value. In our new five-year strategic plan we have redefined our mission, which encompasses the old one, but focuses on the individual's experience with the arts.

If you have any questions or suggestions, please contact Chris Burawa, Communications and Literature Director, at 602.771.6526, or through e-mail at cburawa@azarts.gov.

Sincerely,



Robert C. Booker
Executive Director

Grant Credit and Publicity

Credit Language

You are required to credit (with logos and credit lines) the funders of your grant in all printed materials and publicity, whether for a specific project or your overall operation. You should also list the Commission in the appropriate financial category in any printed or installed donor recognition lists. Check your Special Conditions Form to determine which of the credits you should use (described below):

Arizona Commission on the Arts & National Endowment for the Arts: *Supported by the Arizona Commission on the Arts with funding from the State of Arizona and the National Endowment for the Arts.*

Arizona ArtShare: *Partial funding provided by Arizona ArtShare, the state arts endowment fund, through public and private contributions.*

Other: *Some grants may have other funding sources listed. In these cases, please refer to your Special Conditions Form for the exact language.*

Where and How to Use Credit Language and Logos

These are ways to incorporate the Credit Language and the Arizona Commission on the Arts (ACA) and National Endowment for the Arts (NEA) logos into your publicity and informational materials. Including this information in as many places as possible helps your community understand the impact of public funding of the arts. Be creative and add to this list of recommendations.

- **ACA/NEA Logos:** Credit the Arizona Commission on the Arts and the National Endowment for the Arts by using current credit logos. You may download logos from our website at: <http://www.azarts.gov/grantees>

To avoid confusion at the post office, please include the logos on the inside of your mailed materials, not the outside.

- **Other Logos:** Arizona ArtShare and accessibility logos are also available by downloading them from our website at: <http://www.azarts.gov/grantees>
 - **Promotional Materials:** Credit the Commission and the NEA in printed materials (including newsletters, press releases, announcements, catalogs, educational materials and invitations), films/video tapes, electronic transmissions (including Internet sites), and non-written announcements (such as audio descriptions for people who are sight-impaired) regarding all activities to which Commission funds contribute.
 - **Promotional Appearances and Print Interviews:** On television and radio appearances by your representative(s), verbally acknowledge, at least once during a broadcast, the support your organization received from the Commission and the NEA toward your project or overall operation. Also, you should acknowledge Commission and NEA support in any newspaper, magazine, or online interviews about your organization's program(s).
-

-
- **Programs:** Credit the Commission and the NEA on the title page of printed programs in a type size no smaller than 7 point. Also, list the Commission in the donor category most appropriate to the level of financial support your organization is receiving.
 - **Verbal Credit:** When written credit is not applicable, such as when there is no printed program, give verbal credit prior to each performance or activity. If an announcement is not feasible, please consider a sign in the lobby or activity space.
 - **Advertising:** Credit the Commission and the NEA in all project-related print advertising that is 10 column inches or larger. Billboard advertising should also include a Commission and NEA credit. If the full credit language is not feasible in these applications.

Building Public Value

Here are some suggestions for other ways that you can help inform people about the importance of public funding to the life of your organization and the community at large.

- Schedule your State Senator or Representative to announce your grant award at an event or performance and speak to the audience. Coordinate this with the Executive Director at Arizona Citizens for the Arts at 602.253.6535, www.AZCitizensfortheArts.org.
- Write an article for your newsletter or playbill about the Commission's role in your programs and the difference that it makes to your organization.
- Arrange for an article in your local newspaper about the Commission-funded programs in your organization.
- Host the director, chair or a board member of the Commission, or of Arizona Citizens for the Arts, as a speaker at one of your important events.
- Get one of your board members or your executive director to write an Op-Ed, guest column or letter to the editor crediting the Commission's support of your organization's programs.
- Create a lobby display or some other public exhibit for the library, the town hall, public school, etc. For example, showcase children's work or another Commission-supported activity.
- Organize a presentation by Commission staff or the executive director to your local civic or professional organization about the contributions of the Commission to Arizona communities.
- Hang a "Thank you Arizona Commission on the Arts" banner in your lobby.
- Have kids make posters or write letters to state legislators thanking them for their support of the Commission.
- Send a special letter home to parents from the principal or executive director describing the work of the Commission and the place it has in supporting programs in your school or organization.

The Arizona Commission on the Arts has resources to help you communicate effectively about your programs. If you would like a list of local publications in the state that cover the arts, contact the Commission. If you need further information on the Commission, its history, budget or activities, please call Chris Burawa, Communications and Literature Director at 602.771.6526 or e-mail: cburawa@azarts.gov or look on our website at www.azarts.gov.

Publicizing Your Grant

The Commission sends out a press release statewide the second week of July announcing all grants awarded. We urge you to let the press know about your grant award and the specifics of your organization and funded project(s).

To help elected officials understand what the investment of public funds for arts activities accomplishes, we strongly encourage you to contact your State Senator and Representative(s) and U.S. Senator and Congressperson for a quote to include in your own press releases relating to programs supported with public monies. You can draft a quote for them to review and approve. For example, they could comment on how public support enables your organization to reach new audiences...foster community development...provide the highest quality programming...develop models for integrating the arts into the curriculum, etc. The State Legislature, Governor and Congress appropriated the funds to make your organization's grant possible. **For further information on who your state legislators or Congressional representatives are, how to contact them or the process of state and federal appropriations for the arts, contact Arizona Citizens for the Arts at 602.253.6535.**

Please remember: While you are receiving the grant now, a feature article may be done several months later about your organization or particular program once it is up and running. Please make every attempt to acknowledge the ACA in these articles.

Sample press release or newsletter article about ACA grant:

Date For Immediate Release	Organization Contact Name Contact phone, fax and e-mail address
-------------------------------	--

Press Release Headline

The (name of organization) is pleased to announce that it has received a matching grant of \$_____ from the Arizona Commission on the Arts (ACA), the state arts agency. It will support (summarize).

ACA grants are awarded through a competitive public panel process. This grant signifies that (name of organization) provides programs of high artistic quality, serves the needs of the community and demonstrates administrative ability, as well as meeting other criteria. (Describe in more detail the public programs and the numbers of people who will be served by this grant/your organization. Give the amount of private dollars this grant leverages.)

This grant is made possible through funding from the State of Arizona and the National Endowment for the Arts. (Quote from legislator and/or organization chair/president about what public support enables your organization to accomplish—reach new audiences, foster community development, provide the highest quality programming, develop models for integrating the arts into the curriculum, etc.)

The Arizona Commission on the Arts, the state arts agency, works to link artists and arts organizations to communities.

#

Sample Thank You Letter to Legislators for Arizona Commission on the Arts Funding

The sample letter below highlights several key points you will want to cover when contacting your legislators to express your appreciation for the funding you will receive as a result of your recent grant from the Arizona Commission on the Arts. Please feel free to revise the letter as you see fit. You also may craft your own letter to your legislators, if you prefer. If you choose to craft your own letter, make sure to reference the **Arizona Commission on the Arts AND the State Legislature** as the sources of your grant funding.

To locate your district or the names and addresses of your elected Arizona Senator and Representative on the internet, visit <http://www.azleg.gov/MemberRoster.asp> or www.AZCitizensfortheArts.org.

Date

Your organization's letterhead OR
Your organization's name
Organization address
City State Zip

The Honorable (name of your state senator or state representative)
Legislator's address
Legislator's City State Zip

Dear (Title and Name, e.g., Senator Montoya):

I am pleased to inform you that our nonprofit arts organization, (name of your organization), has received a matching grant of \$(amount of grant) from the Arizona Commission on the Arts. As one of the organizations receiving matching grants from the Commission during Fiscal Year 200x, we wish to extend our gratitude for your continued support of public arts funding through state appropriations.

This grant will be used to assist us in presenting (indicate programming activities to which the funding will be provided). (Add one or two sentences telling why the grant funding is important to your organization and your community – how it makes a difference, including the economic impact on your community or impact on young people, if applicable.)

On behalf of (your organization's name), I would like to invite you to attend (name of event or performance), which will be held on (day of week), (date), at (time) at (location). To RSVP or to receive more information concerning this event, please contact (name of contact person) at (include phone number, fax, email address, and website).

Sincerely,

(Signature)
(Type your name)
(Include your title with the organization)

#